

Fake News

Can it save the traditional,
mainstream media?

& how CEOs & PR Directors can
deal with the era of fake news

TRUTH ST

ONE WAY

INSTINCTIF

PARTNERS

August 2017

Executive Summary

Traditional, mainstream news organisations have been suffering at the hands of internet platforms with low overheads – and especially social media giants such as Facebook, who have been eating their advertising budget for breakfast.

Now the traditional media has been presented with a huge opportunity from an unlikely source – fake news.

Fake news presents a chance for the mainstream media to rebuild and re-establish their extant credentials and brand awareness through their own actions.

It highlights the value of professional news brands and their traditional strengths (the origination of quality, fact-checked, well-regulated journalism) over automated click-bait.

These strengths have not been pushed into such stark relief before and without fake news, they would continue to be hidden as Facebook maintains its relentless attack on the mainstream media and its advertising revenues.

The era of fake news therefore represents a tipping point for the traditional media – a watershed moment. Until now mainstream media outlets haven't been able to react to the challenge posed by Facebook or Google other than to cut costs. While their business models have been corrupted and their high production values, resource-based fact-checking and editorial checks and balances have been badly hit over the last 20 years – it's not too late to regain momentum.

So far, all the battles have been won by the newcomers. But the war is not over yet.

While the traditional media fights back, companies need to guard against becoming the victims of fake news themselves.

First, they can continue to engage with the mainstream media. Radio, TV, and newspapers (either online or in print) are trusted more than the Twitter feeds of independent users not associated with the traditional media or their Facebook pages. Partisan blogs are trusted even less. Organisations need to develop relationships and work towards becoming trusted commentators in their sectors.

Second, organisations need to leverage their own websites and social media channels to the fullest to ensure they are putting their best foot forward with their core audiences – our research shows the websites or social media feeds of companies, political parties, or government departments are also trusted more than partisan blogs.

Third, organisations can pay online social media and social networking services such as Facebook to promote favourable articles from mainstream media or favourable reviews of their service from similar trusted sources.

Introduction

The **Daily Mail** has highlighted that the unregulated internet is a powerful threat to the traditional media, *“whose competition for advertising revenue drives... more newspapers out of business every week”*¹.

The public believes social media is killing investigative journalism, too. Original research commissioned by reputation management and corporate communications consultancy Instinctif Partners revealed 55% of 2000 UK adults agreed social media is killing investigative journalism as it strips mainstream media outlets of online advertising revenue – while only 9% said it does not. When the public were asked separately what they regarded as the main threats to the traditional media, 56% said the unregulated internet and the competition to mainstream media for the advertising revenue it represents.

This fits with external analysis conducted by the **News Media Association** (NMA) which published a submission to the Commons culture, media, and sport committee, in March 2017 on the impact of fake news and the digital landscape². Google and Facebook between them control half of the UK’s £4 billion digital display advertising market in the UK, and their share is growing rapidly. That has been squeezing publishers who were hoping online advertising would make up for the losses in their declining print businesses. MPs and regulators *“cannot ignore forever the impact on our media landscape of the Google-Facebook duopoly”*, said the NMA.

For the past 20 years, we’ve seen a gradual decline in the traditional media as print circulations have dropped – while now their online models are being challenged, too. The retreat of the traditional media had begun to look like a rout. Traditional media outlets were too expensive to maintain and their product wasn’t valued highly enough by people to pay for it compared to online news that was free. As the **Times** put it, *“the business model that has sustained British press freedom since the Victorian era is taking a battering from stateless behemoths such as Facebook”*³.

1 *“After 300 years, The Freedom of Britain’s Press is in Peril”*, Daily Mail, 9th January 2017

2 Alex Spence, *“Britain’s Press Is The Best Defence Against Fake News”*, BuzzFeed, 9th March 2017

3 *“Leave the press free to carry on telling the truth”*, Sunday Times, 1st January 2017

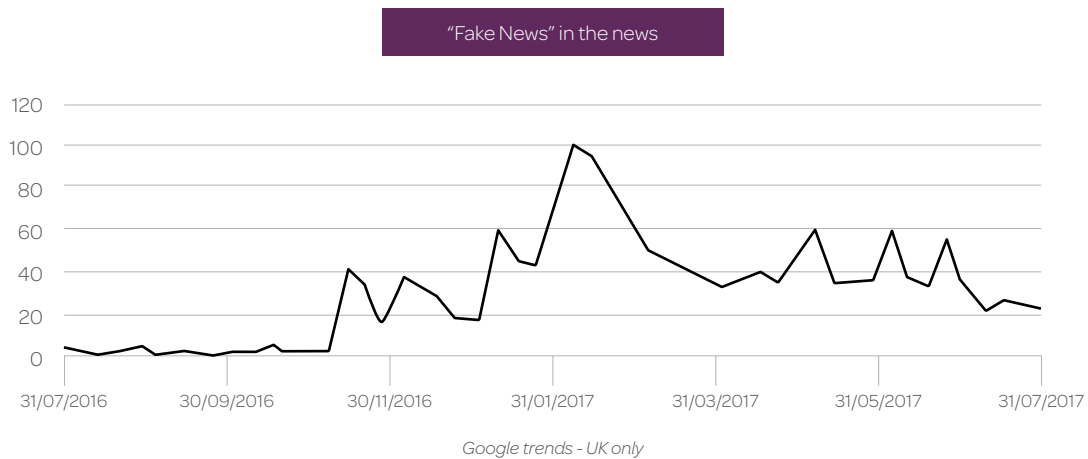
A stack of rolled-up newspapers, with a purple text box overlaid in the center. The newspapers are stacked in a way that shows the edges of the pages and the binding of the rolls. The text box is a solid purple color with white text inside.

Fake News:
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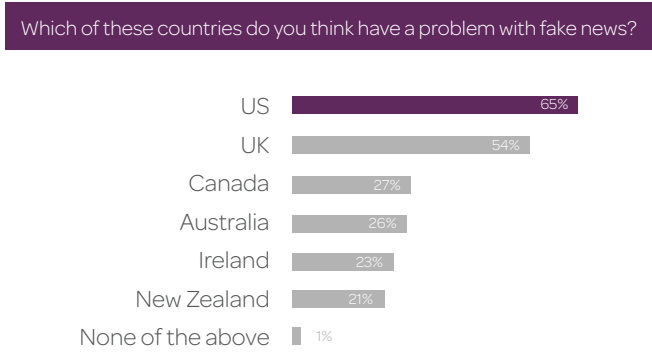
The traditional media has now been offered salvation from an unlikely source. **Fake news.**

There’s nothing particularly new about fake news. In 1939, the Daily Mail ran a story on John Morris, the Conservative MP for North Salford, calling on Neville Chamberlain, the Prime Minister, to consider introducing legislation imposing penalties upon the publication of demonstrably fake news⁴.

But the scale of the problem has changed with use of the term exploding in Q4 of 2016, most notably promoted as a phrase by Donald Trump.

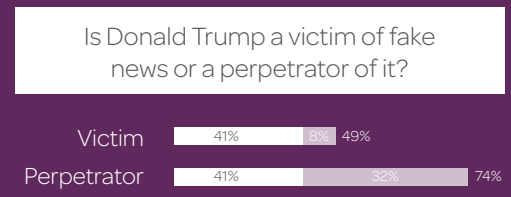


The British public is certainly worried with 54% saying that the UK has a problem with it – and that we suffer more than Canada, Australia, and New Zealand or Ireland. In fact, the only country that the British public think has more of a problem with fake news is the US. This fits with analysis by BuzzFeed News showing that fake news hasn’t been as prevalent in Britain as it has in the US⁵.



We asked people if they thought Donald Trump – who so often sits at the epicentre of fake news stories – was a victim of fake news or a perpetrator of it. While only 8% said he was a victim of it, 32% said he was a perpetrator of it. Just 4% said he was neither and 16% said they didn’t know.

However, another 41% said he’s both a perpetrator and a victim of fake news. And when we asked if people thought Donald Trump was right to question the credentials of mainstream media outlets, 48% said he was while only 25% said no.



The people we surveyed are not alone. Back in March, Tim Berners-Lee – who invented the technology behind the World Wide Web – sounded the alarm about three existential threats to the internet he’d envisaged in an open letter published to celebrate the web’s 28th birthday. One of the threats Sir Tim warned of was the danger to democracy of fake news⁶.

But fake news has made facts – the truth – more valuable. Almost two-thirds (66%) of the consumers of news that we surveyed agreed that hard facts have “grown more precious in the digital age”. As the **New York Times** put it, “in a world of fake news, independent, fact-based journalism stands apart”⁷.

4 [Etan Smallman](#), Twitter post, 7th March, 2011, 8:50 a.m.

5 Alex Spence, “[Britain’s Press Is The Best Defence Against Fake News](#)”, BuzzFeed, 9th March 2017

6 News In Brief, Economist Espresso, 17th March 2017

7 New York Times, promoted Twitter post, 1st March 2017

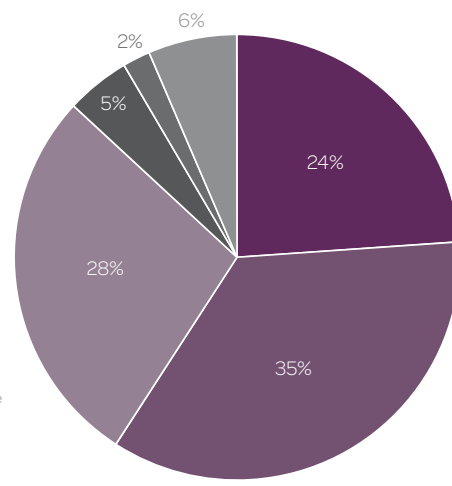
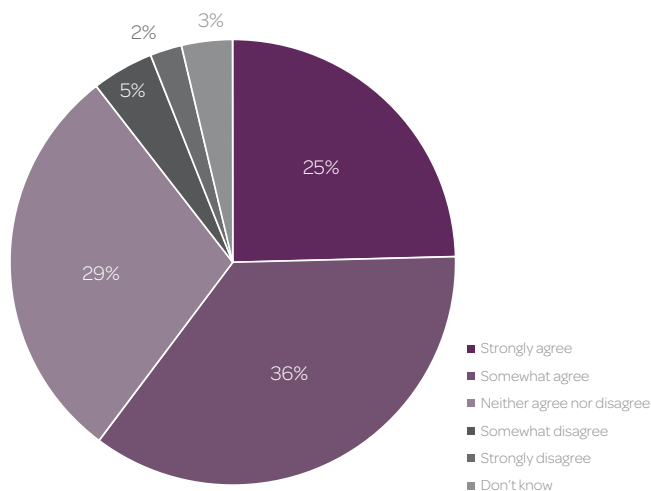
The public also put clear blue water between deliberate misinformation of modern fake news and plainly ludicrous tabloid stories such as ‘London Bus Found Frozen in Antarctic Ice’ or ‘World War II Bomber Found on The Moon’. More than half (52%) agree that fake news is worse than tabloid newspaper stories while only 7% disagree.

The rise in concern over the issue of fake news has highlighted the need for consumers of news to get their news from sources with large news teams – expensive ‘boots on the ground’ – dedicated to finding out the truth.

We asked 2,000 consumers if they agreed the increased coverage of fake news in the media has highlighted the need for them to get their news from a news source with a large news team dedicated to finding out the truth, 60% agreed while only 7% disagreed.

The increased coverage of fake news in the media has highlighted the need for me to get my news from a news source with a large news team dedicated to finding out the truth

Fake news has highlighted the need to for me to get my news from a trusted source that chooses what I read via publically available editorial policies – rather than via an algorithm that I do not have access to



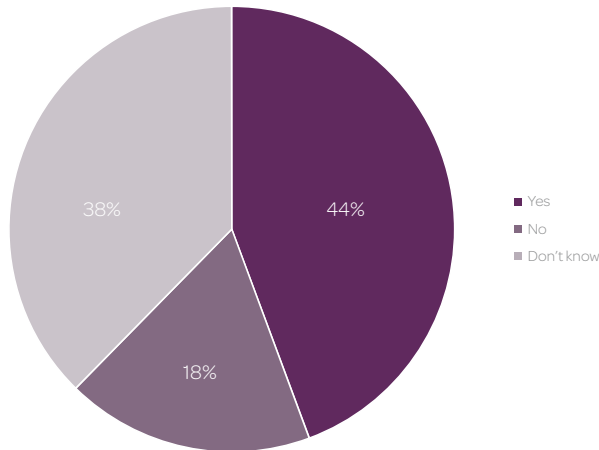
The issue has also highlighted the dangers of relying on news sources that choose what people read by secret algorithms that they do not have access to. When we asked consumers of news if fake news has highlighted the need to get news from sources that choose what is printed via publically available editorial policies, 59% agreed, while only 7% disagreed. The public concurs with the [Observer](#) that has said “Facebook has a duty to make its editorial algorithms transparent so its users know what they are consuming”⁸.

Our freedoms and opportunities are increasingly influenced by algorithms that we do not understand. While there may be very good reasons why Facebook puts a particular news story in a person’s feed, they have no way of knowing what those reasons are. While traditional editorial policies are understandable to the reader (here is the [Guardian’s](#) for instance), the algorithms that make these decisions are utterly impenetrable to the reader – while being perfectly clear to the likes of Facebook. Half (50%) of those polled agreed we are moving into a ‘black box society’ – a world in which human freedoms and options are increasingly influenced by mysterious algorithms – while only 7% disagreed.

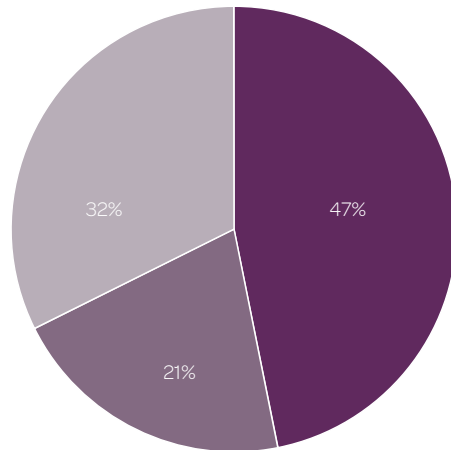
8 [“The Observer view on Mark Zuckerberg”](#), Observer, 19th February 2017

And more than two-fifths (44%) of news consumers said they thought they would trust a news source more if they knew what their editorial policies were – while only 18% said they would not (38% said they didn't know). Furthermore, consumers are suspicious of news sources that do not publicly reveal their editorial policies.

Do you think you would trust a news source more if you knew what their editorial policies were?

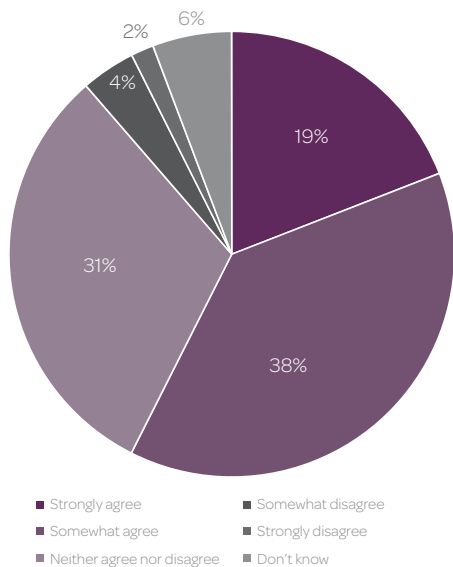


Are you suspicious of news sources that do not publicly reveal their editorial policies?

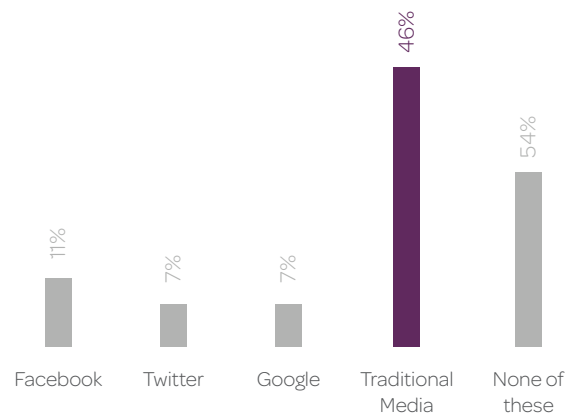


Consumers of news say that the rise in fake news has made them more likely to read a media outlet that sets out both sides of a story – even if they disagree with one particular side of the argument. 57% said they agreed they were more likely to turn to outlets that gave both sides of the story with only 6% saying they disagreed.

Given the rise in fake news, I am now more likely to read a media outlet that very clearly sets out both sides of a story – even if I disagree with one particular side



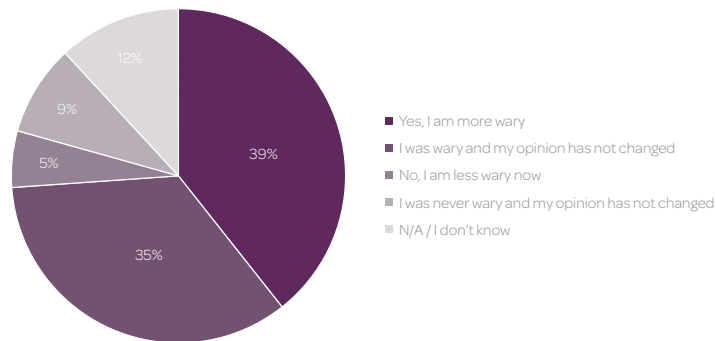
Who do you think is most concerned with the accuracy of the news they publish?



When we asked who people thought was the most concerned with the accuracy of the news they publish, just 11% said Facebook while 46% said the traditional media.

The rise in fake news has made consumers of news more wary of clicking on stories from non-traditional news sources. 39% of respondents to our poll say the increasing prominence of fake news has made people more wary of clicking on stories from non-traditional news sources.

Has the rise in fake news made you more wary of clicking on stories from non-traditional news sources?



Frankly, consumers of news are suspicious of the motives of social media services. When we asked what they thought was important to sites like Facebook and Twitter when it came to news, just 19% said “the truth” while almost half, 49% said “whether it is shared or liked”. The public appears to agree with the Times that, “the verifiable truth of Facebook content is less important for its managers than whether it is shared and liked”⁹.

But people appear to be voting with their feet; we might be reaching a tipping point.

The American presidential election delivered the [New Yorker's](#) biggest month ever in subscription growth in January, when it sold 100,000 copies, a 300 percent increase year on year. Circulation is now the highest it's ever been, at 1.1 million, a combination of print/digital, print-only and digital-only. It's no accident that one of the new taglines the New Yorker has been trying out on its site is “Fighting fake stories with real ones”¹⁰.

[Radio 4's Today programme](#) increased its weekly listeners to reach a record high recently – with 7.66m tuning in during the second quarter of 2017, compared to 7.13m three months earlier, according to figures from audience research body Rajar released in August 2017¹¹.

The CEO of the [New York Times](#), the former BBC director general Mark Thompson, says there is such a thirst for objective information that the paper is putting on subscribers¹².

[LBC's](#) audience has increased, with 2m listeners a week between April and June 2017, compared to 1.7m over the same period in 2016 – an all-time high for LBC¹³.

And the [Spectator](#) is now selling more print copies than at any time in its 189-year history with print circulation now rising at the fastest rate since 1989. As editor Fraser Nelson says, “In the era of fake news, where you get your analysis from has never been more important”¹⁴.

9 “Facing Facts”, Times, 18th February 2017

10 Lucia Moses, “How The New Yorker is capitalizing on its Trump bump”, Digiday UK, 10 March 2017

11 “Chris Evans’s Radio 2 breakfast show loses half a million listeners”, BBC News, 3rd August 2017

12 Kim Fletcher, “Calm Down”, British Journalism Review, 1st May 2017

13 “Chris Evans’s Radio 2 breakfast show loses half a million listeners”, BBC News, 3rd August 2017

14 Fraser Nelson, “Spectator Spectacular: overall sales at a 189-year high, print growing at fastest rate since 1989”, The Spectator, 9th February 2017

A silhouette of a person with long hair, seen from the side, sitting at a desk and working on a laptop. The background is a blurred city skyline at dusk or dawn, with a warm, golden light from the sun low on the horizon. A teal-colored rectangular box is overlaid on the image, containing white text.

How CEOs, CMOs,
& Communications
Directors should
deal with the era
of fake news

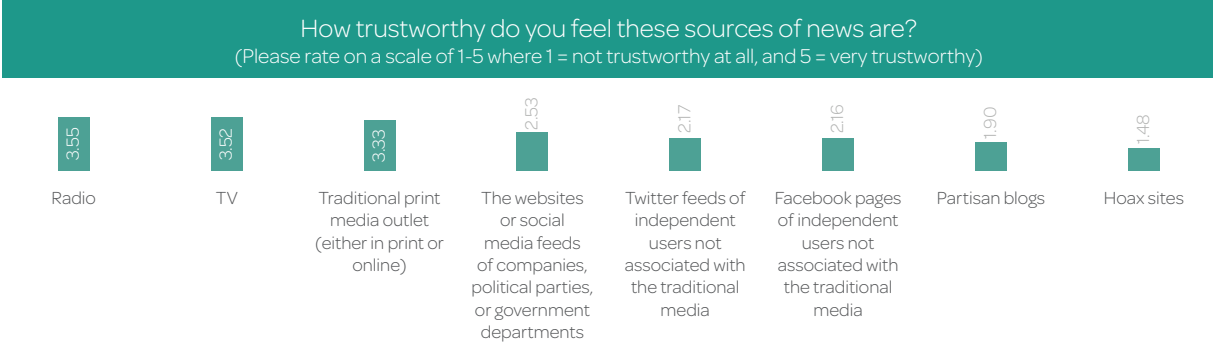
While fake news may prove a turning point for traditional media, it poses an immediate challenge to brands in all spheres of public life – not just politics. For instance, an investigation by the [Independent](#) found that untrue or misleading news stories about health are often shared more widely online than evidence-based reports from reputable news organisations – of the 20 most-shared articles on Facebook in 2016 with the word “cancer” in the headline, more than half report claims discredited by doctors and health authorities¹⁵.

And business could easily find itself a victim, too. [AnotherAngryVoice](#), a hyperpartisan alt-left politics blog, features 93 stories on banking, for instance¹⁶. Such diverse organisations as Thomson Airlines¹⁷, SportsDirect¹⁸, and the Guardian¹⁹ have been in the sights of similar alt-left publication, [The Canary](#).

Employees are certainly worried. For instance, when we asked, how concerned do you think your employer should be by the potential detrimental impact fake news could have on your organisation, almost half (46%) said “concerned”. There are implications for an organisation’s internal communications strategy and employer branding if nothing else.

What can organisations do to guard against becoming the victims of fake news themselves and ensure they are as trusted as possible?

First, they can continue to engage with the traditional media. Radio, TV, and newspapers (either online or in print) are trusted more than the twitter feeds of independent users not associated with the traditional media. Partisan blogs are trusted even less. Organisations need their external communications to develop relationships and work towards becoming a trusted commentators in the sector.



Second, the websites or social media feeds of companies, political parties, or government departments are also trusted more than partisan blogs. Organisations need to leverage this to the fullest to ensure they are putting their best reputational foot forward with their core audiences. They should ensure their research content features prominently on their website; that they create landing pages with an abstract for their white papers as well as blogging about and tweeting their thought leadership content; that they announce content demonstrating their voice of authority on their LinkedIn groups and mention it on their own social media feeds – as well as sending it to contacts on the traditional media as a press release.

Third, organisations can take a route gaining favour among advertisers big and small: paying online social media and social networking services such as Facebook to promote favourable articles from traditional media or favourable reviews of its service²⁰ from similar trusted sources.

15 “What we really need to know about fake health news”, Independent, 7th January 2017
 16 Thomas G. Clark, “The rogue bank, the failing company and the Tory Party donations”, Another Angry Voice, 3rd May 2017 (accessed 26th July 2017)
 17 Sophia Akram, “An airline gave this woman a truly awful wedding gift. But they may be about to regret it”, The Canary, 20th July 2017
 18 Steve Topple, “Sports Direct’s notorious boss blames everyone but himself as the company descends into chaos”, The Canary, 20th July 2017
 19 Ed Sykes, “You’re not imagining it. The newest Guardian columnist really is an alleged war criminal”, The Canary, 18th July 2017
 20 Alex Kantrowitz, “Paying To Promote News Stories On Facebook Is The Ad World’s Favourite New Tactic”, BuzzFeed, 24th July 2017

A photograph of a person sitting at a table in a cafe, using a smartphone. A laptop is open on the table next to them. In the background, other people are visible, including a person in a yellow shirt. A pink semi-transparent box is overlaid on the image, containing white text.

How society
should deal with
fake news

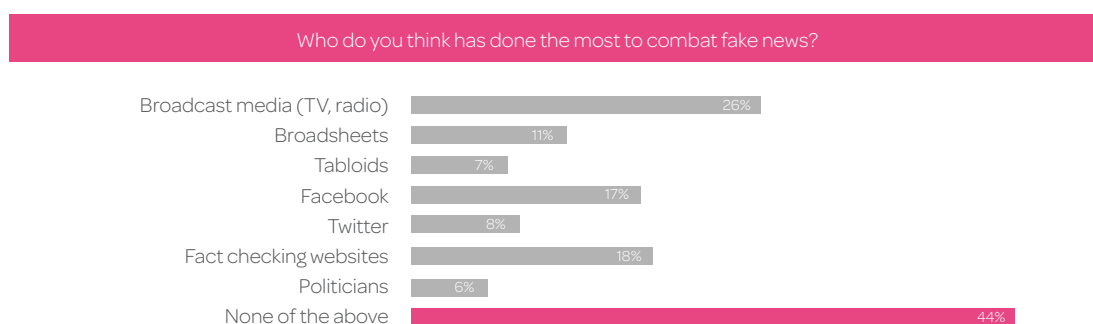
Even if brands and organisations prove capable of navigating fake news' waters in the short term via tailored strategic communications plans, the issue still presents society with a challenge – just 4% of the people we polled thought that society doesn't need to do anything about fake news other than start appreciating quality news for what it is – and paying for it. And just 20% of those polled said they believed the internet is a self-regulating universe of free speech. While 30% said they neither agreed nor disagreed, 40% said they disagreed.

Furthermore, consumers of news are not convinced by the argument that the internet allows faster refutation of falsehoods and greater reach for information useful to the public. While the Independent has said it tends to take the optimistic view that, although the internet allows the faster spread of untruths to more people than ever, it also allows faster rebuttal of untruths, only a third of the public (32%) agreed – while 72% said the internet just allows the faster spread of untruths to more people than ever (17% said neither of the above).

The public also have more serious concerns.

Almost two-thirds (65%) of those that we spoke to agreed that Facebook has, what the Observer called, “immense and unprecedented power over our lives” – while only 5% disagreed²¹. Given the nature of Facebook's micro-targeted ad campaigns that are narrowcast and virtually never reach outside their target audience²² (meaning that falsehoods or insinuations are rarely challenged because they are never brought to light) – this does not appear to be unreasonable.

Online social media and social networking services like Facebook came out as the villains of the fake news research with the public seemingly unimpressed with their responses to fake news. When asked who had done the most to combat fake news, just 25% of respondents to our poll said platforms such as Facebook or Twitter. But 44% of respondents said that traditional media – from broadsheets and tabloids to TV and radio, had done more to tackle the issue – with 18% saying fact checking websites and only 6% saying politicians. This is despite some efforts from the likes of Facebook and Google: Facebook has integrated fact-checking into its publication process, while Google no longer allows Google-served advertising to appear on sites that “misrepresent” information²³. In 2017, Facebook announced it was targeting 30,000 accounts related to the spread of misinformation regarding the French presidential election²⁴.



Since Instinctif's research was commissioned, Facebook has stepped up its efforts to fight fake news by sending more suspected hoax stories to fact-checkers and publishing their findings online. While Tom Felle, a senior lecturer in digital journalism at City University, has said these measures will do nothing to stop the spread of fake news, or to stop traffic going to fake news peddlers who are making money out of creating this material, it remains to be seen what the public will make of its latest attempt to respond to fake news²⁵.

21 “Mark Zuckerberg”, Observer, 19th February 2017

22 “Big data: the danger is less democracy”, Guardian, 26th February 2017

23 Jacob L. Nelson, “Is ‘fake news’ a fake problem?”, Columbia Journalism Review, 31st January 2017

24 “Facebook targets 30,000 fake France accounts before election”, LA Times, 14th April 2017

25 “Facebook promises new fake news measures”, BBC News Online, 3rd August 2017

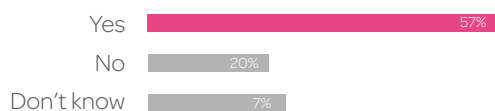
Seven solutions to fake news

1 Regulation of social media

The most popular solution, from the public's point of view, was to regulate Facebook and social media in the same way as the newspaper and magazine industry: 55% thought this was a good potential solution. The [Independent Press Standards Organisation](#) (IPSO) is the independent regulator of the newspaper and magazine industry. It aims to uphold professional standards of journalism in the UK, and to support members of the public in seeking redress where they believe that the Editors' Code of Practice has been breached (the Editors' Code deals with issues of accuracy as well as invasion of privacy). IPSO is able to consider concerns about editorial content in newspapers and magazines. It handles complaints and conducts its own investigations into editorial standards and compliance. IPSO can require the publication of prominent corrections and critical adjudications, and has the power to issue fines.

When the public were asked what they made of regulation, 57% said they would trust social media sources more if they were regulated like newspapers and magazines while only 20% disagreed.

Do you think you would trust non-traditional news sources more if they were regulated like newspapers and magazines?



The public aren't swayed by the argument that search engines, online social media, and social networking services are merely delivery platforms. Just 29% think that digital giants such as Facebook and Google are simply delivery platforms while 57% think they are publishers or platform/publisher hybrids.

2 Stop funding sites with public money

In February, an investigation by the Times found that fake news sites are being unwittingly funded by British taxpayers with government advertising²⁶. More than half of those that responded (53%) thought that we must ensure fake news sites aren't being funded by British taxpayers with government advertising.

3 Flag articles & results

The big companies making money out of the internet have a responsibility to try to help people to make sense of complex and disputed information that is available. Mark Zuckerberg, the founder of Facebook, has made a late start. Facebook has recently announced that non-publisher pages can no longer overwrite link metadata—such as headlines, descriptions and images—in Graph API or page composer²⁷. The company has introduced a system to allow users to flag disputed news shared on the site. The Independent called this “a simple device but a hugely important first step” and called for Google to come up with clever ideas for the way its search engine deals with fake news.

Just under half (49%) thought that internet users in the UK should be able to flag content they think is deliberately false – which can go to third-party fact checkers.

26 “Truth or Consequences”, Times, 10th February 2017

27 David Cohen, “How Facebook's Efforts to Combat Fake News Will Affect Link Previews From Publishers”, Adweek, 19th July 2017

4 Education

At the other end of the spectrum, the Independent has suggested that there is a wider civic responsibility, much of which will be borne by our schools, in educating people in how to use the internet sceptically and intelligently²⁸. The public are broadly in agreement with 43% wanting to ensure that our education system is teaching young people to have, as the Times put it, “the scepticism to question what they are being told”²⁹.

5 Database

A more interventionist approach was favoured by just over a quarter of respondents (27%) who think that the government should create a database of fake news sites that could be downloaded and plugged into internet browsers to warn that a site propagates fake news.

6 Don't reprint the stories elsewhere

However well the traditional, mainstream media comes out of the research, it has a greater role to play in combating fake news. When we asked if traditional media should report outlandish claims made on social media just 21% said the media should present all claims, and let the public be the judge. But 59% said the media should check the facts, use their discretion, and make a judgement call on whether to report these claims or not. So the public doesn't want traditional media creating their own clickbait to ride the fake news wave. They want the traditional media to take a higher moral ground.

7 Behave better

That sense of responsibility also spread to consumers of news. In February, a column in the Sunday Times suggested that “While Corbynistas bemoan the proliferation of fake news, they might consider their own part in it” – that it was “lefties who propelled a distrust of traditional media – usually on grounds of taste”³⁰.

In our poll, 38% of respondents said that we are to blame for the spread of fake news stories, by labelling news stories we don't like as ‘fake’ regardless of whether they are true or not – or by celebrating the Daily Mail's removal as a reliable Wikipedia source'. Just 13% said they disagreed.

28 [“What we really need to know about fake health news”](#), Independent, 7th January 2017

29 [“Truth or Consequences”](#), Times, 10th February 2017

30 [“Stop Crying Wolf Over ‘Fake’ News, Corbyn”](#), Times, 12th February 2017

Conclusion

By highlighting the long-established strengths of traditional media outlets – the origination of quality, fact-checked well-regulated journalism over automated click-bait – fake news has presented old school broadcasters and newspapers with an opportunity to rebuild and re-establish themselves in the face of intense competition from search engines and online social media and social networking services.

The era of fake news represent a watershed moment for the traditional media. Until now they haven't be able to react to the challenge posed by Facebook or Google other than to cut costs. While their business models have been corrupted and their high production values, resource-based fact-checking and editorial checks and balances have been badly hit over the last 20 years – it's not too late to regain momentum.

But as the mainstream media fights back, organisations need to guard against becoming the victims of fake news themselves. They can do this by engaging with the traditional media and working towards becoming trusted commentators in their sectors; leverage their own websites and social media channels to the fullest to ensure they are putting their best foot forward with their core audiences; and paying online social media and social networking services such as Facebook to promote favourable articles from traditional media or favourable reviews of their service from similar trusted sources.

To find out how we can help your organisation protect itself from the threat posed by fake news, go to [instinctif.com](https://www.instinctif.com) or call **+44 20 75457 2020**

Eight things you never knew about fake news

- 1 The top 20 fake news stories about the 2016 U.S. presidential election received more engagement on Facebook than the top 20 news stories on the election from 19 major media outlets, according to BuzzFeed³².
- 2 Many fake news stories are written in Macedonia, where approximately seven different fake news organisations are employing hundreds of teenagers to rapidly produce sensationalist stories³³.
- 3 In 2014, the Russian Government used disinformation via networks such as RT to create a counter-narrative after Russian-backed Ukrainian rebels shot down Malaysia Airlines Flight 17³⁴.
- 4 A poll conducted by Pew Research found 23% of U.S. adults admitted they had personally shared fake news, whether knowingly or not³⁵.
- 5 According to research carried out by Instinctif Partners, the public assumed that 180 pages of Lord Leveson's report into the culture, practices and ethics of the British press would be dedicated to internet news. Despite being 2000 pages long, the Leveson Report actually devoted just 12 pages to internet news³⁶.
- 6 Researchers from Stanford assessed that only 8% of readers of fake news recalled and believed in the content they were reading³⁷.
- 7 30% of all fake news traffic, as opposed to only 8% of real news traffic, could be linked back to Facebook, according to research from Northwestern University³⁸.
- 8 One of the earliest instances of fake news was the Great Moon Hoax of 1835. The New York Sun published articles about a real-life astronomer and a made-up colleague who, according to the hoax, had observed bizarre life on the moon – including unicorns, bipedal tail-less beavers, and man-bats³⁹.

32 Juju Chang, "When Fake News Stories Make Real News Headlines", ABC News, 29th November 2016

33 Emma Jane Kirby, "The city getting rich from fake news", BBC News, 5th December 2016

34 Neil MacFarquhar, "A Powerful Russian Weapon: The Spread of False Stories", New York Times, 28th August 2016

35 Michael Barthel, Amy Mitchell & Jesse Holcomb, "Many Americans Believe Fake News Is Sowing Confusion", Pew Research Center, 15th December 2016

36 "Leveson and Fake News", Daily Mail, 16th November 2016

37 Hunt Allcott and Matthew Gentzkow, "Social Media and Fake News in the 2016 Election", Journal of Economic Perspectives, Volume 31, Number 2–Spring 2017–Pages 211–236

38 Jacob L. Nelson, "Is 'fake news' a fake problem?", Columbia Journalism Review, 31st January 2017

39 "1835: The Great Moon Hoax", History.com, 2009 (accessed 26th July 2017)

Methodology

The analysis in this report is based on a marketing research survey commissioned by Financial PR, crisis communication, and design agency Instinctif Partners and conducted 17.05.2017 – 22.05.2017, among a national sample of 2,000 adults, 18 years of age or older, living in the United Kingdom. The survey was conducted via online and mobile polling by One Poll. OnePoll are members of ESOMAR and employ members of the MRS.

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